

HILL AND KNOWLTON, INC.

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Confidential for Members

PR No. 43-60

INFORMATIONAL MEMORANDUM

November 25, 1960

Re: Report on Annual Meeting, American Cancer Society

The attached report summarizes certain actions and reports at the American Cancer Society's annual meeting in late October.

Since that time certain additional information has been obtained that relates to the Society's activities on tobacco.

1. Although it is not yet official, Dr. Dean Davies is reported to be leaving the A.C.S. staff as of January 1, 1961. With various titles, Dr. Davies has been the chief staff member working in the area of lung cancer and smoking activities. He was secretary and draft-writer for the 1957 Study Group on Smoking and Health, Administrator for Lung Cancer Research, and lately, Secretary to the Tobacco and Health Committee of the A.C.S. Board of Directors. He both wrote and edited various attacks on tobacco that appeared in "CA - A Bulletin of Cancer Progress," as well as other publications. He was the main architect and proponent of the "Presidential Commission" concerning the "problems of tobacco use" (see attached report).

2. Dr. Davies was unsuccessful in trying to get support for the Presidential Commission idea from a special committee of the American Association for Advancement of Science and also for a similar idea from a special group convened at the American Public Health Association meeting in San Francisco.

There is no indication that there will be a direct replacement for Dr. Davies. However, most of the school anti-smoking program (see attached report) has been under the direction of Dr. Daniel Horn, the A.C.S. statistician and psychologist.

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cc: Tobacco Institute and TIRC Members  
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